

**U.S. Department of Health and Human Services
Substance Abuse and Mental Health Services Administration
*National Recovery Month Planning Partners Meeting***

Wednesday, March 23, 2011

8:30 a.m. – 3:00 p.m.

Hilton Crystal City at Washington Reagan National Airport

Participants

Reverend Cynthia Abrams

Erica Ahmed

Richard Author

Daphne Baille

Kimberly Banta

Pat Beauchemin

Angela Beckett

Jacob Berelowitz

Anita Bertrand

Monique Bourgeois

Victor Braatz

Ray Bullman

Candy Cargill- Fuller

Page Chiapella

Donna Cotter

Douglas Cuddihy

Lynn Cullens

John de Miranda

Hugh Delaney

Marie Dyak

Clara Fakhoury

Thom Forbes

Robert Foster

Maryanne Frangules

Peter Gaumond

Jim Gillen

Walter Ginter

Vickie Griffiths

Steve Hornberger

Benjamin Jones

Andrew Kessler

Susanna Konner

Laurie Krom

Joan Kub

Organization

General Board of Church and Society, The United Methodist Church

Mental Health America

McShin Foundation

TASC, Inc.

McShin Foundation

Treatment Communities of America

The Association for Addiction Professionals

Talk Therapy TV

The Northern Ohio Recovery Association

Association of Recovery Schools

Recovery Network

National Council on Patient Information and Education

Behavioral Health Services/United for Recovery

National Institute on Alcohol Abuse and Alcoholism

Recovery North Carolina

Film Producer, Sobriety TV

LifeRing

Stepping Stone of San Diego, Inc.

SMART Recovery

Entertainment Industries Council

Arab and Middle East Resource Center

RenewEveryDay.com

National Association of Drug Court Professionals

Massachusetts Organization for Addiction Recovery

Office of National Drug Control Policy

The Providence Center

National Alliance for Medication Assisted Recovery

Jewish Alcoholics, Chemically Dependent Persons and Significant Others

The American College of Mental Health Administration:
The College for Behavioral Health Leadership

National Council on Alcoholism and Drug Dependence -
Detroit

Friends of SAMHSA

Office of National Drug Control Policy

ATTC National Office

International Nurses Society on Addictions

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Participants

Donald Kurth
Roberta Leis
Alan Levitt
Henry Lozano
Nataki MacMurray
Natalia Martinez Duncan
Denise McIntee
Lureen McNeil

Penny Mills
Stephanie Older
Julia Parnell
Daniel Payne
Suzanne Perry
Reverend Snow Peabody
Gwen Phillips
Richard Poe
Joe Powell
Mac Prichard
Claire Ricewasser

Margi Taber
Pat Taylor
Kateri Vergez
Beth Ann Vinson
Amy Warren
Mike Weaver
Harvey Weiss
Sis Wenger

SAMHSA Staff

Curtis Austin
Tracy Farmer
Sarah Ikenberry
Leah McGee
Michele Monroe
Steven Shapiro
Ivette Torres
Wilma Townsend

Organization

American Society of Addiction Medicine
Join Together
National Association for Children of Alcoholics
Shinnyo-en Foundation
Office of National Drug Control Policy
Community Anti-Drug Coalitions of America
Powerful Radio Productions, Inc.
New York State Office of Alcoholism and Substance
Abuse Services

American Society of Addiction Medicine
National Institute on Drug Abuse
Minnesota Recovery Connection
McShin Foundation
Food and Drug Administration
Teen Challenge International
Office of National Drug Control Policy
LifeRing
Association of Persons Affected by Addiction
Reclaiming Futures
Al-Anon Family Group Headquarters, Inc., World
Service Office

Rockstar Superstar Project
Faces & Voices of Recovery
White Bison, Inc.
Sagebrush of Virginia
Drug Enforcement Administration
NIATx
Synergies; National Inhalant Prevention Coalition
National Association for Children of Alcoholics

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Abt/Edelman Staff

Paul Cheh	Abt Associates Inc.
Diane Fraser	Abt Associates Inc.
Sara Jacobson	Edelman
Melanie Pipkin	Edelman
Amy Plavner	Edelman
Virginia Pond	Edelman
Cori Sheedy	Abt Associates Inc.
Megan Smith	Edelman
Heather Stephenson	Edelman

ORC/Macro Staff

Bill Beard	ICF/Macro International
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Vanguard Communications Staff

Mary Pat King	Vanguard
Lauren Spiro	Vanguard

I. Welcome & Introductions – *Ivette Torres, SAMHSA/CSAT*

Ivette Torres welcomed everyone to the March ***Recovery Month*** Planning Partners meeting. She announced the departure of Abraham Ruiz from SAMHSA.

Ms. Torres reviewed the meeting agenda and the goals of ***Recovery Month*** for the new Planning Partners in attendance at the meeting. The goals of ***Recovery Month*** are to:

- Support the overall ONDCP goal of demand reduction and promote the message that recovery is possible
- Emphasize the importance of individualized treatment in a person's path of recovery
- Educate the public that:
 - Behavioral health is essential to health
 - Prevention works
 - Treatment is effective
 - People can and do recover
- Generate momentum for hosting of State and local community-based events
 - Enhance knowledge
 - Improve understanding
 - Promote support for addiction treatment

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Planning Partner Updates

Planning Partners provided updates on their organizations' activities, which included:

- Lureen McNeil stated that the New York State Office of Alcohol and Substance Abuse Services is implementing an *Access to Recovery* model, which replicates recovery-oriented systems of care, which will have great outcomes and implications for their work.
- Beth Ann Vinson reported that Sagebrush Treatment Center is opening an outpatient program in Tyson's Corner, VA in early summer.
- Thom Forbes stated that Renew Magazine revamped their website, <http://www.reneweveryday.com/> that includes 12 bloggers. **He told the Partners that if they are interested in being a blogger to let him know.** He also distributed copies of the latest issue of Renew Magazine.
- Steve Hornberger reported that National Adult Children of Alcoholics Families in Recovery program is starting on Long Island, and that they will be at the ACHMA meeting making connections between behavioral health and healthcare.
- Ben Jones stated that National Council of Alcohol and Drug Dependence in Detroit guides the *Recovery Month* activities in the area. Their 2011 event will be even bigger this year than years past and will be held in Lansing, MI to bring the message of recovery to elected officials.
- Kateri Vergez of White Bison Inc., distributed their Wellbriety documentary, and stated that they have distributed 1,000 copies so far and that it has had over 6,000 views on YouTube. She continued by saying that they've launched a Grief Training program, with trainings occurring all over the U.S. and that it will be available online at <http://www.whitebison.org/>. They have also created a Wellbriety technical assistance Facebook page, and will have culturally-based treatment programs with certified counselors.
- Peter Gaumond from the Office of National Drug Control Policy stated that they are currently waiting for approval of the recovery strategy. Mr. Gaumond continued by saying that they are partnering to support recovery-oriented systems of care and are working with legal counsel to remove barriers to recovery.
- Penny Mills stated that the American Society of Addiction Medicine is holding its annual conference in Washington, D.C., April 14-17, and that they expect approximately 1,000 attendees. Preceding the conference will be their lobby day on behalf of addiction medicine. Ms. Mills reported that they launched a weekly newsletter, called *ASAM Weekly*, which people can sign up for on their website at <http://www.asam.org/>.
- Pat Taylor reported that Faces & Voices of Recovery will hold the America Honors Recovery Award reception on June 22, the deadline for nominations is April 1. Ms. Taylor encouraged people to submit applications for an SSA Director who has supported *Recovery Month*. Ms. Taylor informed the group that this years *Recovery Month* Rally for Recovery will be in Philadelphia on September 24, and they will also soon announce where the event will be in 2012, as they are

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- setting up a mentoring program to share experience and knowledge of hosting large public events. This year's event will mentor next year's event. She stated that they have also completed four community listening forums about barriers people face in sustaining their recovery, with people testifying about their experiences. They will develop a report on what was learned through the forums.
- Walter Ginter stated that the National Alliance for Medication Assisted Recovery, refunded in 2010, was one of five grants awarded under the *Recovery Community Services Program*. He stated that they have a new resource, 25 retirees from the field who are volunteering for their organization.
 - Roberta Leis reported that Join Together is working with three states: Connecticut, Maine, and Massachusetts.
 - Robert Foster reported that National Association of Drug Court Professionals is having a regional conference and is partnering with a larger conference on Medication Assisted Recovery, which will be held in Connecticut on September 19.
 - Maryanne Frangules reported that the Massachusetts Organization for Addiction Recovery (MOAR) is educating the public about the benefits of recovery, and that their coalition is asking for level funding from the State and working with State leadership to secure a dedicated revenue source for treatment and recovery services. Each month, MOAR holds an alcohol awareness forum, and one forum will look at the practices of the alcohol industry. Ms. Frangules stated that they are also working on CORI reform and with health law advocates to help people exercise their rights towards parity. They will host an event called MOAR Laughs.
 - Ray Bullman stated that NCPIE is sharing four new resource materials on their website, <http://www.talkaboutrx.org/>. The resources were developed for SAMHSA, and include outreach and information for parents, teens, and influencers. Mr. Bullman stated that they recently posted a resource kit for college campuses to prevent prescription drug abuse and helped organize a young people's networking dialogue on recovery in December in collaboration with SAMHSA. The report on the dialogue will be made available at a future date.
 - Reverend Snow Peabody stated that Teen Challenge International has 240 youth residential recovery facilities in 82 nations that provide a faith-based message of help and hope. He reported that they have a new program, Stay Sharp, a peer-to-peer-recovery dialogue, with a prevention aspect. Last year, the ONDCP Director visited their program, where he met with young adults and heard their stories and testimonies. He reported that Teen Challenge choirs participate in ***Recovery Month*** events across the nation, and offered their participation in Partners' events.
 - Henry Lozano stated that he is a 1974 graduate of Teen Challenge and that he is honored to be here today.
 - Vickie Griffiths reported that Jewish Alcoholics, Chemically Dependent Persons and Significant Others work with Jews in recovery and provide education in schools. In February, they celebrated the Tworski celebration, for Rabbi Tworski

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- who started a gateway center. In March, they will be celebrating Purim recovery, and in April, they will have a mock Seder for Passover that emphasizes staying sober. In May, they will have a spiritual retreat for all people in recovery, including rabbis. They also have a newsletter coming out in June that will focus on education and celebrating recovery.
- Claire Ricewasser reported that Al-Anon is celebrating its 60th anniversary in May, and that they'll honor it with a book tracing the history of Al-Anon. Ms. Ricewasser also noted that they have a new free bookmark available, are looking for additional Alateen group sponsors, and will be hosting a military prevention workshop focusing on families.
 - Jacob Berelowitz introduced Talk Therapy TV, which produces and broadcasts a weekly television show on behavioral health issues in the New York area. Mr. Berelowitz noted that they are creating a mini network to expand the reach of the *Road to Recovery* TV series. Mr. Berelowitz stated that they have another initiative, which puts behavioral health facts on the back of grocery store receipts. They have distributed more than 6,000,000 so far. He stated that they are a new organization just over a year old, and that they have received a lot of feedback and questions about mental and substance use disorders. They've also formed a partnership with local newspapers and write a question and answer column on behavioral health.
 - Jim Gillen reported that the Providence Center's ANCHOR Recovery Center in Pawtucket is rolling out a telephone recovery support program and that they are averaging 3,500 visitors a month. He stated that their ***Recovery Month*** rally will be held on September 10.
 - Daniel Payne reported that the McShin Foundation's Golf Tournament will be held May 6, and that their organization is growing throughout the state with events held every month.
 - Denise McIntee reported that Powerful Radio Productions broadcasts stories of people's recovery journeys, and stated that if Partners are interested or have clients or friends who would participate in their program; please contact them by using the Contact Us page on <http://www.powerfulradio.com/>. She stated that they are producing a young people's show.
 - Stephanie Older reported that the National Institute on Drug Abuse funds research on treatment and addiction, and they are hosting the addiction performance project, which will launch in Boston on March 28. This program encourages doctors to have dialogues with their patients about drug use. The performance will include actors performing one scene from *Long Days Journey Into Night*, with doctors in the audience. It will then open up to questions from the audience. On April 15, the performance will be performed by Debra Winger and her husband Arliss Howard. It provides one CME credit.
 - Hugh Delaney stated that SMART Recovery has over 300 meetings across the nation a week, and they are focusing on a pilot project using social media tools to

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- raise awareness about events. Their national conference will be held near Baltimore October 7-10, with Ivette Torres as the keynote speaker.
- Joe Powell reported that the Association of Persons Affected by Addiction will hold their first **Recovery Month** Rally for Recovery in September. Mr. Powell stated that they promote recovery with events such as Recovery at the Movies, and Jammin' at Recovery weekly dances. For more information, visit <http://www.apaarecovery.org/cms/>.
 - Harvey Weiss stated that National Inhalant Prevention Coalition's 19th Annual Inhalant Prevention Week is March 20-26 and that they are trying to target adult treatment this year. Mr. Weiss reported that 50% of those in treatment for inhalants are 18 or over, and adults are using inhalants more than cocaine, crack and heroine. He said that they have a program for seniors about substance use disorders, prevention, and prescription drugs.
 - Laurie Krom reported that the ATTC National Office is holding their 2nd annual **Recovery Month** event in Kansas City, and they are also publishing a booklet of essays from the annual essay contest with Faces and Voices of Recovery.
 - Margi Taber reported that the Rockstar Superstar project was founded by twin brothers, one of whom is in recovery. They recorded a CD called 'Serenity' about addiction and recovery, which promotes the message that one doesn't need to party or do drugs to be in the music industry. She said that they will do a Rockin' Recovery tour to spread the messages in September, are currently conducting programs via Skype in school classes, and are blogging with <http://www.RenewEveryDay.com/> in order to rebrand sobriety.
 - Clara Fakhoury reported that the Arab and Middle East Resource Center has been putting articles in local media on drugs and recovery and is partnering with NCADD-Detroit for **Recovery Month** activities.
 - John de Miranda reported that Stepping Stone San Diego is holding their 3rd annual **Recovery Month** proclamation ceremony and picnic in San Mateo on September 13.
 - Andrew Kessler, Friends of SAMHSA reported that the International Certification and Reciprocity Program has implemented a new credentialing program for recovery services.
 - Monique Bourgeois reported that the Association of Recovery Schools' 10th annual conference will be held July 20-22, and they are now accepting requests for programs and presentations through March 28 at http://www.recoveryschools.org/applicants_info.html.
 - Julia Parnell stated that the Minnesota Recovery Connection is working with their state legislature to hold a Recovery Day on the Hill on March 31.
 - Susanna Konner reported that the Office of National Drug Control Policy is working on an environmental scan of recovery-oriented systems of care.
 - Pat Beauchemin reported that Therapeutic Communities of America changed its name to Treatment Communities of America.

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- Robert Foster reported the National Association of Drug Court Professionals is holding its annual conference in Washington, D.C. in July.
- Mike Weaver reported that NIATx is holding its National Summit, July 10-13, and that they are developing a national network of organizations to share ideas.
- Mac Prichard reported that Reclaiming Futures helps youth in trouble with the law reclaim their futures. Reclaiming Futures has blogs and are currently looking for guest bloggers and partnerships with other blogs. For more information, visit <http://www.reclaimingfutures.org/>.
- Reverend Cynthia Abrams stated that the United Methodist Church has challenged their 47,000 churches to go alcohol free during lent. They have also established a spirit fund, with individuals donating money that is usually spent on alcohol for recovery organizations.
- Donna Cotter reported that Recovery North Carolina is currently fielding a survey to gather more detailed data about people in recovery nationally, with already has 150 responses. She stated that they are also sponsoring a candlelight vigil on April 30 behind the legislature building to demonstrate that they need better services in their state.
- Joan Kub reported that the International Society of Nurses on Addiction is holding their conference in Tucson, Arizona, September 7-10.
- Victor Braatz reported that the Recovery Network in Lansing, Michigan held two 5k runs and are holding a Recovery Symposium in September. They also have three rallies planned.
- Lynn Cullens reported that Lifering is a non-profit international organization in four countries that provides sober secular self help, with programs that emphasize choice, using peer support. She stated that Lifering participated in 19 events in 15 states during **Recovery Month** last year, and they aim to double that this year. For more information, visit <http://www.lifering.org/>.

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II. Recovery Month 2011: Status of Materials – *Ivette Torres, Michele Monroe & Sarah Ikenberry, SAMHSA/CSAT*

2011 Recovery Month Toolkit and Print Material Status

Michele Monroe reported that the ***Recovery Month*** toolkit focuses on health care this year, and is currently in review simultaneously at SAMHSA/CSAT and HHS' Health Reform Office.. She thanked the Partners who reviewed the toolkit for their assistance. Mrs. Monroe stated that the print materials will not be updated as the health reform landscape changes throughout the year but the online version of the toolkit will be updated. She also reported that the Slim Jim and Flyers are currently in clearance.

2011 Recovery Month Public Service Announcements (PSAs) Rough Cut Review

Mrs. Monroe informed the Partners that the 2011 PSAs were shot in Tallahassee, Florida in February. Final spots will be published in July. Rough cuts of the three PSAs produced for 2011 were shown: *Milestones*, *Steps*, and *RE*. The PSA rough cuts included scratch voiceovers, as the voiceover recording will occur after HHS approval on the rough cuts is granted. After viewing the PSAs, the Partners provided comments, including the following:

Overall

- Lureen McNeil stated that watching this as a person in recovery she disqualified it when mental health problems came up because she thought that it doesn't apply to her.
- Curtis Austin suggested that some outreach be done for the PSAs with national television programs like Dr. Phil and Celebrity Rehab.
- Douglas Cuddihy stated that he liked the PSAs as is.

Steps

- Lauren Spiro stated that "mental health problems" was used, and asked if using the word "issues" was considered instead.
 - In response, Ms. Torres stated that the challenge is that the language changes often, so the PSAs are using the current language being used at SAMHSA.
- Curtis Austin asked if future PSAs will address the issue of stigma more specifically.
 - Mrs. Monroe stated that stigma was addressed in a past years' PSA, *Treat Me* which is still available on the ***Recovery Month*** website, <http://www.recoverymonth.gov/Multimedia/PSAs.aspx>. *Treat Me* doesn't address mental health stigma, only the stigma of being in treatment and recovery.

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- Maryanne Frangules stated that in the future, it would be better to have people look at you and walk towards the viewer, rather away from the viewer as they do at the end of *Steps*.
 - Steve Hornberger stated that in *Steps*, he liked that the people were walking away, walking into their life.
 - Page Chiapella said that she agreed with Mr. Hornberger about the characters walking away, as it tied it into the footsteps.

Milestones

- Sis Wenger said that in the *Milestones* PSA it says, “We have worked to overcome” which implies that a person did it on their own. She suggested changing it to “We received help to overcome” so that it doesn’t sound like an individual did it alone.
- Cynthia Abrams said that she noticed in the visuals for *Milestones*, for each of the characters/number of years in recovery, she did not see the cake with the 365 days number on it. This number is the only date in the video that is static. Ms. Abrams suggested making this number move and adding extra lighting to the café scene to help make the “365 days” graphic more visible.
- Jacob Berelowitz asked if the concept and language for numbers/days was also used in the mental health field.
 - Wilma Townsend replied that they’ve been using the term recovery in the mental health field for years, but they don’t use days/years etc. She stated that it is more of a process, such that even in illness they are going through recovery.
- Claire Ricewasser stated that the number of days were useful because people do use those terms in recovery, but also said that the longer years could be overwhelming to people new to recovery.

RE

- Ms. Frangules stated that in the *RE* PSA where it says “And there are still millions who need help,” the voiceover should read “but” instead of “and.”
- Peter Gaumond stated that he thought the message at the end of *RE* seems disconnected from the content and feels like it was just tacked on at the end (the SAMHSA mission statement: treatment is effective; prevention works; people recovery). He suggested integrating it or breaking it apart.
- Ms. Ricewasser stated that in the *RE* PSA there should be meta tags for family and children, to draw them into it.
- Additionally, Lynn Cullens stated that the Meta tags should be included as suggestions in the rollout of the *RE* PSA.
- Ms. Chiapella also said that she felt that *RE* was too long and that there were too many things going on in the video.
- Monique Bourgeois suggested using visuals that would appeal to younger audiences.

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- Mike Weaver asked where the online PSA will be hosted. He also voiced concern that since the *RE* PSA will be online and is aimed at a younger audience, many viewers will not watch the whole video because it is too long. He suggested making a short version in addition to this longer version.
 - In response, Mrs. Monroe replied that it will be hosted on the ***Recovery Month*** website, Facebook page, and YouTube channel and organizations can also use it on their own websites.
- Vicki Griffiths asked if there is or was any conversation about cultural competency regarding symbols being used in the *RE* PSA. The medical symbol/cross/angels look like crosses or angels.
 - Megan Smith replied that it is actually a plant growing that is being morphed in the *RE* PSA, not a cross, but will be addressed.
- There was a suggestion that the use of the words, Reclaim and Rejoice, are active, when the word before was passive. Tense should be consistent, e.g., use reclaimed and rejoiced.

2011 Recovery Month Website & Social Marketing Outreach

Sarah Ikenberry reported on the social media activities and results which included:

- 5,242 Likes to the Facebook page
- 372 Total sites posted the Events Widget
- 13,607 YouTube Channel views
- 1,376 Followers on Twitter

Cori Sheedy reported on the ***Recovery Month*** website (www.recoverymonth.gov) updates and statistics for January and February 2011, which included:

- 3,989,978 hits (61% increase from Jan-Feb 2010)
- 177,335 visits (14% decrease from Jan-Feb 2010)
- 68,291 unique visitors (8% increase from Jan-Feb 2010)
 - 11,046 visitors visited more than once (14% increase from Jan-Feb 2010)
- 2,019,870 page views (253% increase from Jan-Feb 2010)
- 123 events (486% increase from Jan-Feb 2010)

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**III. Recap of 2012 *Recovery Month* Theme and Target Audience Selection –
*Ivette Torres, SAMHSA/CSAT***

Brainstorming on Research and Resource Links for Targeted Audiences

Ivette Torres reviewed the 2012 theme: *Join the Voices for Recovery: It's Worth It*. Ms. Torres referenced the document included in the meeting folder with the 2011 theme concept and audiences decided at the January meeting. The concept behind “*It's Worth It*” is ownership of one’s recovery. Ownership and management of one’s condition can help prevent a substance use or mental disorder from deepening. Relatives of someone with a problem can take control of their own futures by implementing preventative measures to help avoid engaging in substance use or to recognize the signs of a mental health problem. Ms. Torres said it is also to recognize the admirable steps individuals take and the positive changes they experience in their lives in recovery.

Ms. Torres then reviewed the target audiences:

- Active Military, Veterans and Families
- Individuals and Families within the Justice System
- Families and Friends
- The Recovery Community
 - Includes youth/young adults in recovery to address their need to feel empowered about their recovery, and to know they are not alone.

Partners provided comments regarding the 2012 Toolkit theme and target audiences, including:

- The questions, “what is meant by ‘*It's worth it?*’ and ‘owning your recovery?’”, were raised.
 - Lureen McNeil answered the question by saying that “self-direction is key to recovery, that we as individuals have to do the legwork to do what we need to do to stay sober, and we can’t blame our parents, our tragedies, etc. for our situation. We own it.”
 - Claire Ricewasser added that it means taking responsibility for ourselves. She suggested that terms like self-determination are added to the explanation so that it’s not about “pulling oneself up from our bootstraps,” which would give the wrong message.
 - Lynn Cullens stated that ownership implies lifelong stewardship of ones’ own recovery, and that perhaps we should use something about the many stages of recovery, and include people in long term recovery. She said that critical issues include concerns about personal growth, resolving challenges related to sobriety like employment, and creating a community of support. She emphasized that we should be inclusive of people in long term recovery and show many stages.

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- Pat Taylor said that the way that they honor people in long term recovery in the walks is with an honor guard, where people in long term recovery wear sashes to signify that they are in long term recovery. In the walk, they line the sides of the street and let people new to recovery walk down the middle.
- Wilma Townsend made the point that most people in mental health recovery go through the same thing but don't put the word sobriety in it. For them, employment, housing, etc are similar outcomes. She suggested that we could do an Honor Guard for people recovering from mental health conditions.
- Page Chiapella said that it talks about transformation and not just sobriety and the language should focus on personal transformation.
- Peter Gaumond suggested that this theme should talk about recovery in broader terms like in communities and families.
- Sis Wenger suggested that the 2012 theme also focus on both personal and family transformation.
- Cynthia Abrams suggested that there be a place to interpret or point to items in the kit for faith-based communities to help them participate in ***Recovery Month***.
 - Additionally, Ms. Wenger suggested that the kit include a brief statement about the role of the faith community in recovery.
- Steve Hornberger suggested that terminology in the kit include "health and wellness." Using only the terms, "substance abuse or mental health problem" excludes people with non-substance based addictions like eating, gambling, etc.
- Joe Powell stated that there needs to be a cultural perspective added. He said that ***Recovery Month*** needs to reach out to people of color more and engage the underrepresented populations, including through our Partners.
 - A partner stated that we should reach out to refugee and immigrant communities, as citizenship status does matter.

Ms. Torres asked the Partners to take the 2012 information with them, and to send [Virginia Pond \(Virginia.pond@edelman.com\)](mailto:Virginia.pond@edelman.com), any resources related to the targeted audiences and the overall theme. Mrs. Monroe also asked the Partners to include in their emails, a link to the report and what should be cited from it.

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IV. 10x10 Wellness Campaign – Wilma Townsend, M.S.W., Public Health Analyst, SAMHSA/CMHS, and Laura Spiro and Mary Pat King, Vanguard Communications

Wilma Townsend presented SAMHSA's *10x10 Wellness Campaign* and informed the group that it will be included in the **Recovery Month** kickoff. She stated that she began her career in the addiction field and switched to mental health, and that she is in recovery from depression. Ms. Townsend introduced her co-worker, Leah McGee, and Food and Drug Administration (FDA) team member, Suzanne Perry. She then introduced the Vanguard staff, Mary Pat King and Lauren Spiro, contractors who are working on the campaign. Ms. Townsend cited a statistic that according to a not-cited research study, people who use substances and have a mental health condition die decades earlier than control subjects, at the average age of 52. The *10x10 Wellness Campaign* was developed to address this problem.

Ms. King and Ms. Spiro presented on the *10x10 Wellness Campaign*. Ms. King stated that poverty and trauma contribute to wellness, as does the use of psychotropic drugs. The objectives of the campaign are to:

- Raise awareness of the early mortality rate of people with mental health problems and substance use disorders;
- Increase understanding of the causes and prevention of early mortality; and
- Motivate action to increase life expectancy.

Ms. Spiro then presented the Eight Dimensions of Wellness, which was distributed in a document to the Partners, and said that to-date, 2,300 individuals have taken the Wellness Pledge and joined the movement. **She encouraged Partners to take the pledge and sign up via the campaign website,**

<http://www.promoteacceptance.samhsa.gov/10by10/default.aspx>. Ms. King distributed healthcare providers and Eight Dimensions of Wellness posters to the Partners and informed them that they are redesigning their website to have tools and information.

Ms. King and Ms. Spiro asked for feedback from the Partners on the campaign. The Partners feedback included:

- Lureen McNeil said that wellness is a key component of recovery and that anyone in recovery has to focus on wellness.
- Ivette Torres suggested that a tagline be added that is linked to recovery, so that it can be linked to **Recovery Month**. She suggested that the tagline be something that is more easily understood than "10x10." **Ms. Torres suggested that they develop something that can be posted on the Recovery Month website for people can download and use.**
- Claire Ricewasser stated that they have a large mental health problem in their recovery communities and that wellness is key. Ms. Ricewasser stated that

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wellness is something they can include in recovery, such as what support groups, self direction, and self-care can do to help people.

- Steve Hornberger said that language matters. Throughout the materials, the terms, “mental illness” and “substance use disorders” are used, but he suggested that they change it to “substance abuse” to relate it to wellness.
- Kateri Vergez asked if the campaign will be linked to the First Lady’s childhood obesity campaign, *Let’s Move* (<http://www.letsmove.gov/>). Ms. Vergez said that in Indian country they will be making a major push to deal with childhood obesity to combine it with their *Walk a Million Miles* campaign.
- John de Miranda said that the emphasis of the initiative is very individually focused. In recovery, civic engagement, support groups, and mutual aid groups are important. There is also a lot of advocacy, and getting engaged with those activities in one’s community, rather than just an individual’s solitary efforts. The initiative is missing that larger support and connection.
- Lynn Cullens said that people in recovery say they are grateful for sobriety because it brings attention to the other areas of their life that need transformation and wellness. This is a way to organize thinking about how to achieve balance in living a clean and sober life.
- **Maryanne Frangules suggested that they include overdose prevention, such as the Drug Enforcement Agency’s *Take Back Prescription Drugs Day* (<http://www.nationaltakebackday.com/>), to tie it into the wellness campaign.**
- Daphne Baille stated that she liked the Eight Dimensions of Wellness, but that it is overwhelming to think of these dimensions of wellness if you are incarcerated. She explained that these dimensions are not applicable to people who are incarcerated, of which at least 2/3 of whom have a mental health or substance use disorder. She said that we need to think of ways to sustain wellness for people who have been through the justice system.
- Susanna Konner said that 44% of cigarette smokers have mental health problems, and that smoking should be included in the campaign.
- Wilma Townsend said that they have found many good toolkits to help people stop smoking and they will focus on this area in their campaign. **Ms. Townsend stated that they want to sponsor a week-long event focused on wellness during *Recovery Month*. She also asked the Partners to focus on one of these eight dimensions as part of their event or celebration.**
- It was suggested that it’s good to connect resiliency, prevention, and wellness, and that the connection between the individual and the community is important because it helps with resilience. Environmental strategies that work in prevention could work with wellness.
- Ms. Torres said that the key is to develop a slim jim or brochure that can be distributed at events and that we should speak to our partners about how they can participate.

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- Joe Powell suggested that they do one event on wellness, as 50% of their people have co-occurring disorders. He said that the prison system has become the new mental health hospital.

V. SAMHSA's *Road to Recovery* Television and Radio Series Distribution and Marketing Efforts – *Bunnie Riedel, Riedel Communications, Inc.*

Bunnie Riedel reported on the *Road to Recovery* program's television air time, and stated that it plays an average of 12 times a month on 562 stations, which is worth about \$15 million in free air time. She informed them that the radio show is on 56 radio stations, with the majority of the stations being Native American radio stations. **She encouraged the Partners to:**

1. **Go to their community stations and make sure they are airing the *Road to Recovery* series;**
2. **Use the channels to promote and build up their *Recovery Month* events;**
3. **Be a guest on a public or government access show, or suggest topics; and/or**
4. **Work with the stations to produce their own shows, e.g. a ten-minute or weekly-topic show.**

Ms. Riedel also stated that many stations will develop PSAs for them for free or at a very low cost. She suggested that one could do a wrap-around or a 30-minute show airing before or after the *Road to Recovery* show, so that viewers get the national message from SAMHSA, with a local message simultaneously.

VI. *Recovery Month* Subcommittee Reports

*Multimedia – Bill Beard, ICF/Macro (Cori Sheedy presented on the website and social media as part of the **Recovery Month** update discussed in Section II)*

Bill Beard reviewed the content of the *Road to Recovery* Programs for 2011, explaining that the first show debuted earlier this month is both a wrap-up from the previous year and a kick-off for the current year's campaign. Mr. Beard also explained that the last program in the series is a wrap-up of the whole year's activities and campaign and that the programs in-between are special topic shows with panelists and experts. The first panel show of the year was taped at the end of January and will debut on April 6. The subcommittee members suggested the panelists and experts for the programs and help recruit them to participate. Subcommittee members are in the process of putting together the case studies and panelists for the July - September programs. **Mr. Beard encouraged the Partners to make suggestions or volunteer to be on the shows.** This season is being shot in HD.

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Evaluation – Sarah Ikenberry, SAMHSA/CSAT

Sarah Ikenberry reported that the SAMHSA Office of Communications was preparing to conduct a new national survey this spring about where people gather their information from, and their baseline attitudes about substance use and mental disorders. She reported that some questions about recovery and ***Recovery Month*** were included in the survey. There was a general group of questions that the subcommittee came up with which provided the basis for the questions included in the survey. Ms. Ikenberry reviewed the questions that the subcommittee developed. She also reported that they will be working on an Office of Management and Budget (OMB) package for the community events and Planning Partners in order to get data on the people who attend and put on events.

Sustainability & Public Relations – Sis Wenger, National Association for Children of Alcoholics

Sis Wenger reported that the committee would like to get data on the increase in events so that they can tell the story of the campaign's engagement and impact. She stated that sustainability is an ongoing dialogue.

Regarding public relations, Ms. Wenger said that part of the strategy includes the Ramstad-Kennedy Award. Partners should have received the information about the award if they subscribe to the *Road to Recovery* update. The award is given each year to an SSA Director who has done the most outstanding job in promoting recovery in their state. Ms. Wenger stated that she would re-send the information out via email. Ms. Wenger told the Partners that the award presentation location alternates between a SAMHSA site and the National Association of State Alcohol/Drug Abuse Director's (NASADAD) annual conference, and that it makes a huge impact when awarded at the NASADAD conference. The award will be presented at the NASADAD conference in June 2011. The committee is discussing how to build upon the report of the dialogue that SAMHSA hosted in October 2010 on the recovery and mental health fields. She said that they are watching the budget discussions very carefully, and watching the SAMHSA budget to make sure it is sustained into 2012. They're looking at how the Partners can continue to support ***Recovery Month*** in 2012 and beyond.

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VII. New Business and Upcoming Meeting Dates – *Ivette Torres, SAMHSA/CSAT*

In closing, Ms. Torres stated that there will be a Glossary on Terminology/Language coming out soon. **If the Glossary is able to be reviewed by the field, SAMHSA/CSAT will distribute it to those Partners who are interested in reviewing it.**

The 2011 *Recovery Month* Planning Partners Meeting dates are:

- **Wednesday, June 15, 2011** – 1 p.m. EDT via conference call (dial-in number: 877-306-8954; passcode: 8521513)
- **Wednesday, September 7, 2011** – Hilton Crystal City at Washington Reagan National Airport, 2399 Jefferson Davis Highway, Arlington, Virginia 22202
- **Thursday, September 8, 2011** – *Recovery Month* National Kick-off and National Survey on Drug Use and Health (NSDUH) Release Press Conference – National Press Club, Washington, DC; followed by the *Recovery Month* Luncheon, sponsored by NCADD, location (to-be-determined)